



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE
MEETING MINUTES

November 30, 2011
10:30 am – 12:30 pm

Governor's Office on Aging
Suite 240 Conference Room
1700 West Washington Street
Phoenix, Arizona 85007

Council Members & Task Force Participants Present

Roger Forrester (Chairman), Joyce Finkelstein (telephonic), Joel Millman, Randy Maskell (telephonic), William Walker and Karen Zanzucchi (telephonic).

Council Members Not Participating

None

Council Staff Present

Cathy De Lisa and Kim Jennings.

Guests Present & Signing In

None

Welcome, Introductions, Review & Approval of Minutes

Chair Roger Forrester called the meeting to order at 10:33 am. A welcome and introduction period followed. After a review of the draft minutes from the October 3, 2011 meeting, *Joyce Finkelstein made a motion to approve the minutes as presented; Joel Millman seconded the motion. The motion carried unanimously.*

Discussion:

Chairman Roger Forrester began by outlining his ideas on how to move the Task Force forward. The group reviewed the *Marketing & Outreach Task Force 2012 Priorities Brainstorming Session Specific to MWC* sheet. Following extensive discussion, the group agreed by general consensus to focus on the first three items of the brainstorming list and merge items 4 through 12 as subsets or strategies. A review of #3 resulted in the group discussing how the efforts tie to work of the MWC 2011 Priorities Sub-Committee, and Joel Millman stated that the MWC 2011 Priorities Sub-Committee had voted to recommend the group sunset on 1.12.2012 and the efforts to develop the toolkit be conducted by the Marketing & Outreach Task Force pending approval by MWC and the Council. With the recommendation in mind, the group then discussed

- Targeted populations and geographic areas for each need – using the ideas of regions throughout the state and focusing on One-Stops, mature workers, employers and others as identified by the group.
- Develop realistic marketing/outreach goals and outcomes for each – by conducting an inventory of what has been done thus far.
- Select the marketing/outreach tools utilized for each need – using the survey responses as a guide.

In addition to the needs and delivery methods identified by the One-Stop staff, Chairman Forrester suggested the following as potential marketing/outreach tools:

- Resource guides (like one provided by United Way in Pima County)
- Newspaper articles
- Public services announcements
- Newsletters
- Social Media – especially LinkedIn
- www.azmatureworkers.com website
- Speakers bureau (and MWC 2011 Priorities Sub-Committee idea of the Speaker in a Box concept like the Fall Prevention Coalition format)
- Emails
- Word of Mouth

Chairman Forrester stated edits to the brainstorming sheet from the discussions will be conducted by him in coordination with GACA staff.

A copy of the *Marketing & Outreach Task Force 2012 Priorities Brainstorming Session Specific to MWC* sheet is available for review through the Council on Aging office.

Discussion of Potential Meeting Dates

Chairman Forrester asked that the GACA staff consider a potential date for the next meeting of the group. January 5, 2012 was proposed as a potential date, and the staff agreed to work on meeting location and protocols for calling the meeting. The Committee Chairman indicated he wished to circulate a draft agenda for input as well as ideas for individual assignments ahead of the January meeting to help expedite the efforts of this group.

Announcements

None

Adjourn

The Committee meeting was adjourned by Chair Roger Forrester at 11:30 am.

Next Meeting:

The Marketing and Outreach Task Force will meet on January 5, 2011 at 2:30 p.m. Location to be confirmed and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca.